Transforming Businesses into Data-driven Companies

The 3 Key Stages to Build a Data-driven Customer Journey

Serm Teck Choon

Co-founder & CEO

ANTSOMI

Content

- Data-driven Customer Journey
- 3 Key Stages
- Case Study
- Next Steps

© 2020 Antsomi. All Rights Reserved.

Hello, I am Serm

- Co-founder & CEO of Antsomi
- Antsomi is a marketing technology company building the 1st AI-enabled customer data platform, *CDP 365*, in Southeast Asia.
- We help clients unifying and activating their customer data via multiple channels
- Former President, Malaysian Digital Association (MDA), Mar 2016 till Apr 2020
- I am regularly invited by various media to share my views on the digital developments.

© 2020 Antsomi. All Rights Reserved.

Questions to Ask When You Run a Business

ANTSOMI

- What do your **customers** really **want**?
- Why your customers decide to purchase products from your **competitor**(s) when you have already offered them the best?
- Why your customers **visited your website** and **didn't buy anything**?
- Why your customers added products in shopping carts and then **abandonment** happened?

© 2020 Antsomi. All Rights Reserved.

Customer Journey

"The customer journey is the **complete sum of experiences** that customers go through when **interacting** with your company and brand. Instead of looking at just a part of a transaction or experience, the customer journey documents the **full experience** of being a customer."

Source: Survey Monkey

© 2020 Antsomi. All Rights Reserved.

Customer Journey

Customer Journey is the story about how your customers interact with your brand, product or service.

Questions to ask:

- ✔ How they act when they walk into your store?
- ✔ How they navigate through your website?
- ✔ How they use your mobile app?
- ✔ Can you do something to improve the trip?
- ✔ How can you bring them back again?

© 2020 Antsomi. All Rights Reserved.

Why Understanding the Customer Journey is Important

1. To understand what your customers go through in the entire process

2. To improve each step of buying experience

3. To stay focus on customers and their needs

© 2020 Antsomi. All Rights Reserved.

Today's Landscape

Customers expect **consistent and seamless experiences** when interact with brands

Customers' interactions are happening **across devices** and **channels**

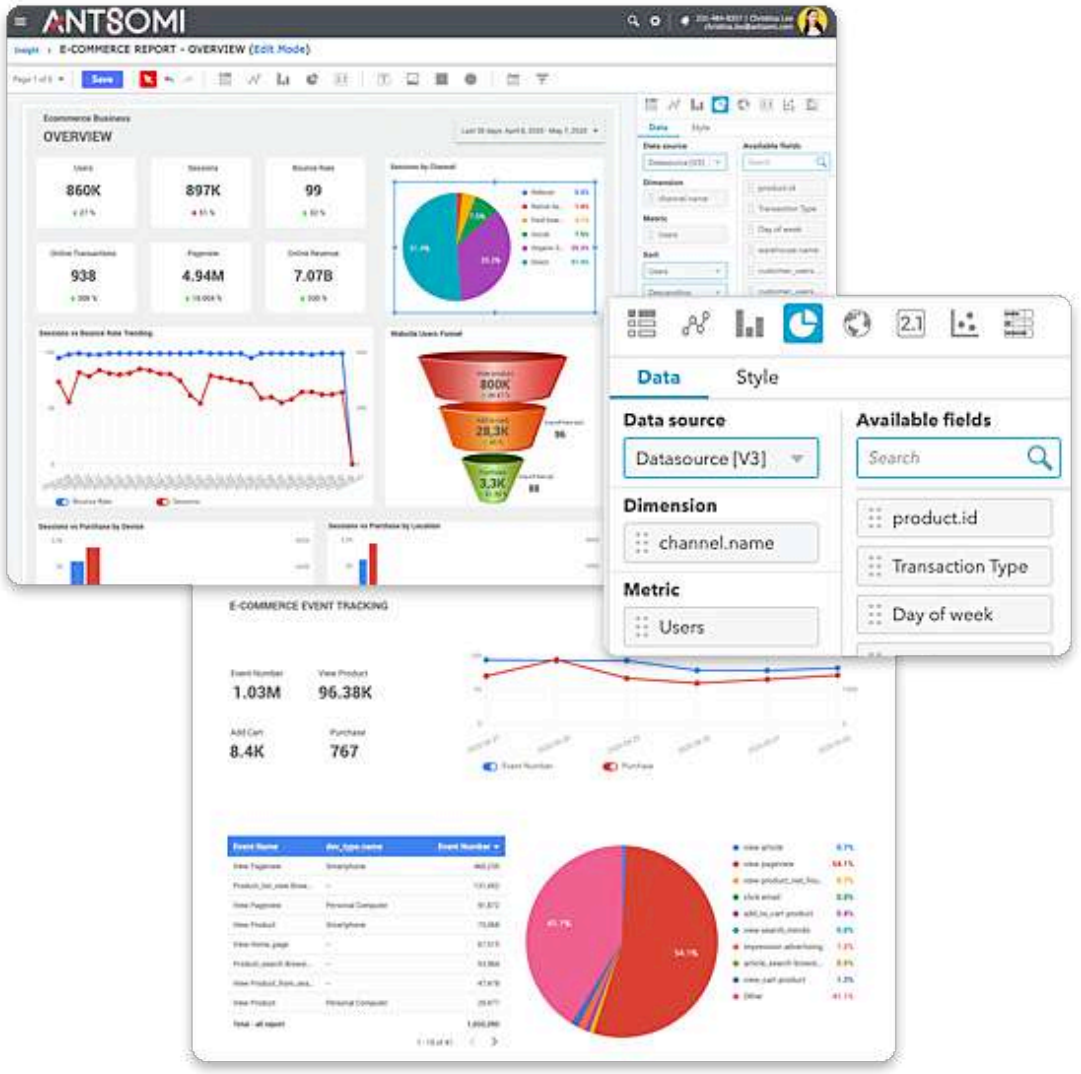
Businesses must develop **360-degree customer view**

© 2020 Antsomi. All Rights Reserved.

Data-driven Customer Journey

- Brands need to build a data-driven customer journey to provide a better and fulfilling customer experience.

- The data must be captured, unified, and contextualized meaningfully across devices and channels in **real-time**.



© 2020 Antsomi. All Rights Reserved.

3 Key Stages to Build a Data-driven Customer Journey

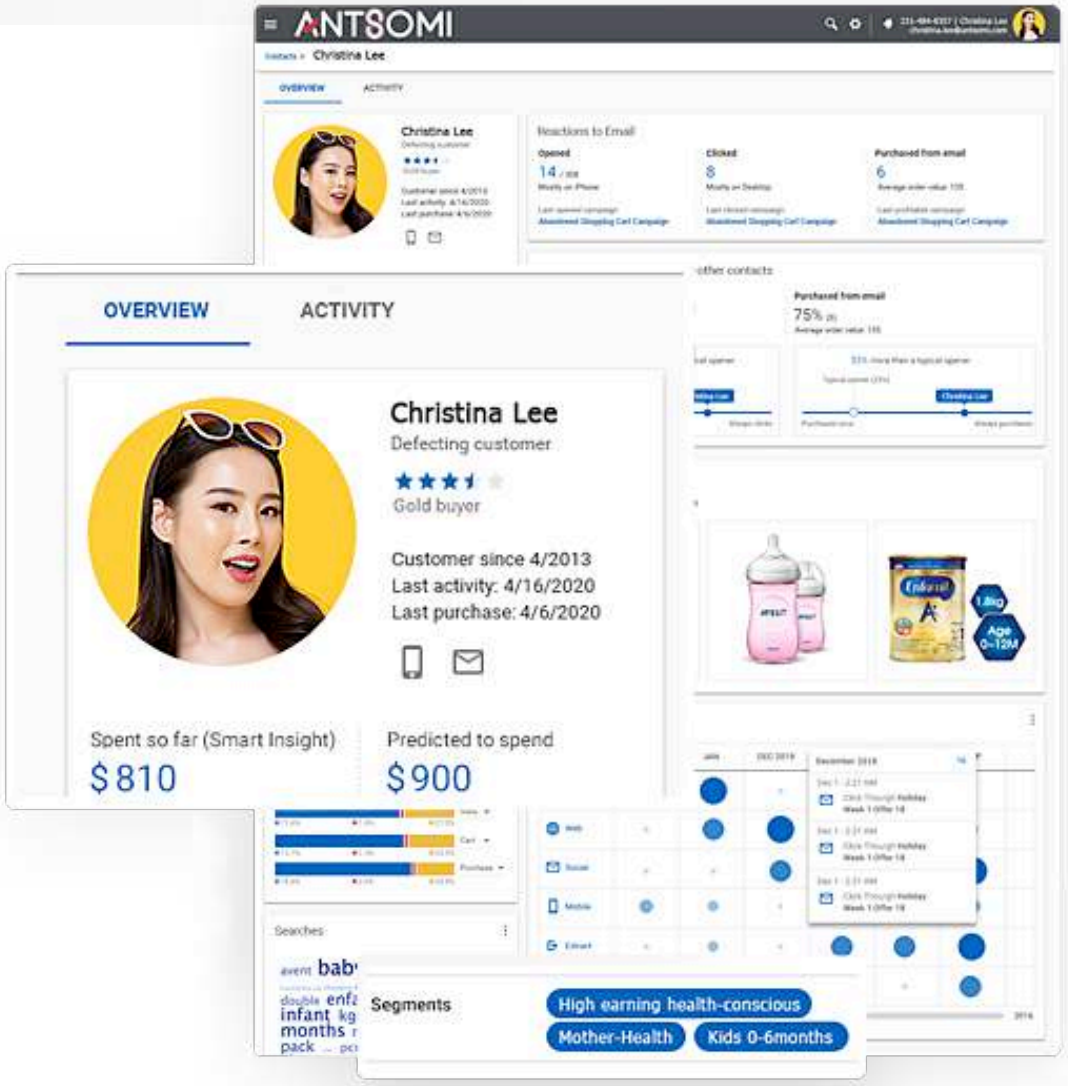
ANTSOMI

1. Visitor Stage
2. Customer Stage
3. Loyalty Stage

© 2020 Antsomi. All Rights Reserved.

Stage 1: Visitor Stage

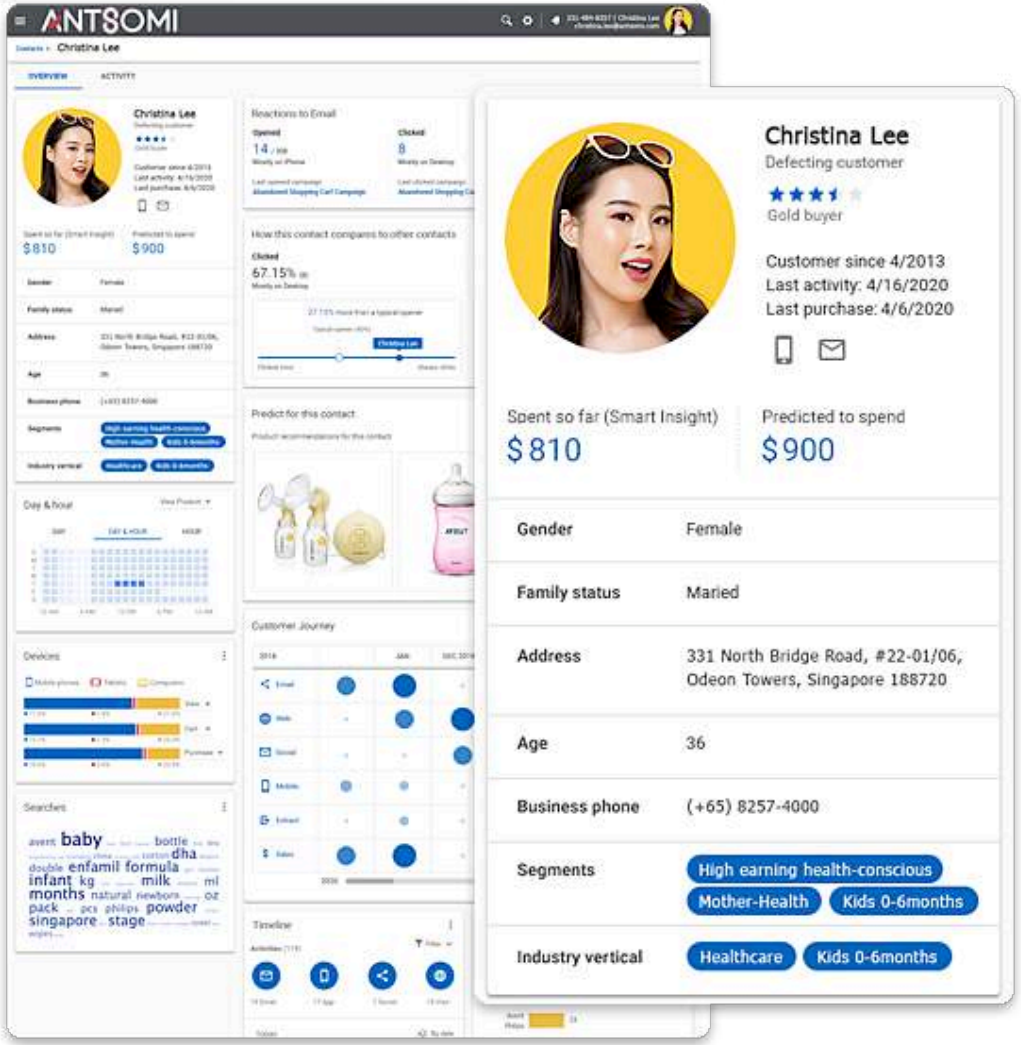
- An anonymous visitor visits your website/mobile app
- The visitor is a cookie or device ID – coming from various devices
- What the visitor browses, searches, likes, add to favorite, compares, adds to shopping cart, and remove from cart
- The visitor signs up an event
- The anonymous visitor becomes the known visitor



© 2020 Antsomi. All Rights Reserved.

Stage 2: Customer Stage

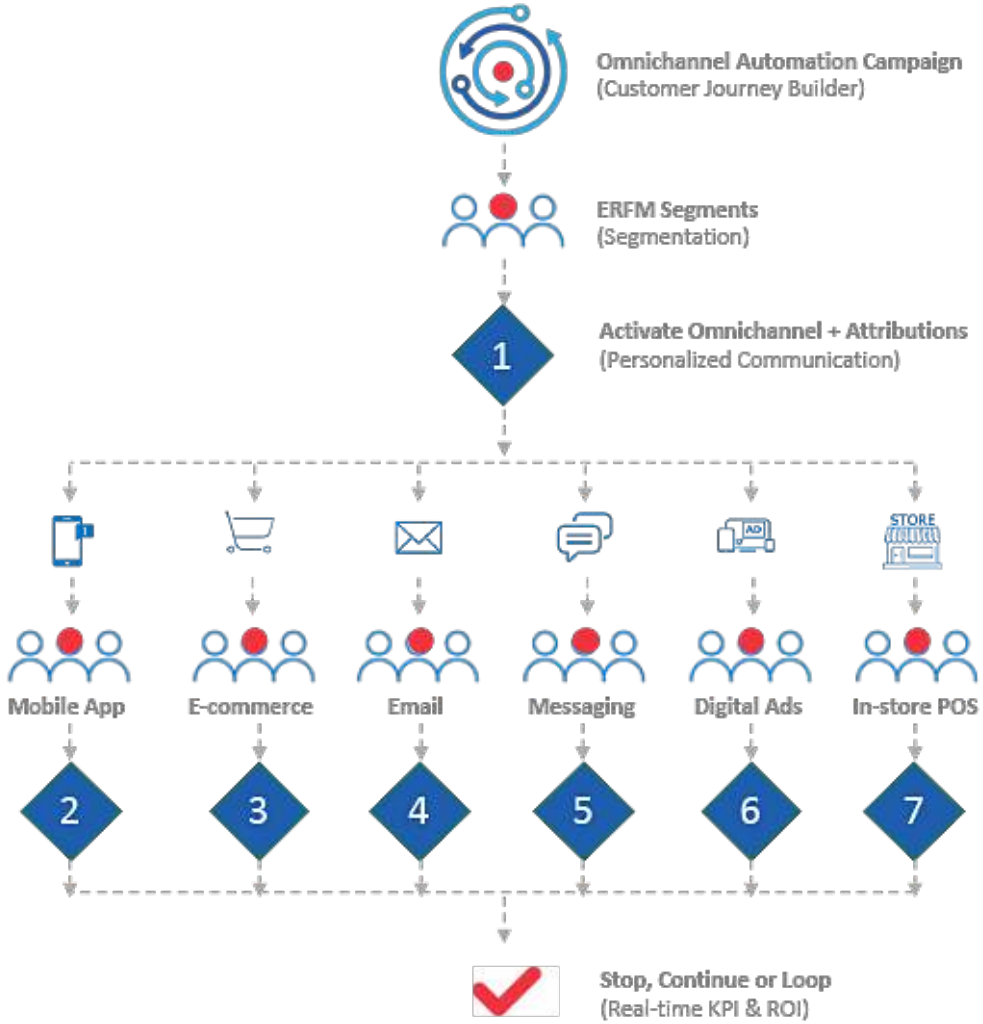
- The known visitor makes the 1st purchase, and “upgrades” to be a “customer”
- You can start remarketing the customer
- You can run omnichannel campaign
- You can start leverage on marketing automation tool to reach out to the customer
- The customer revisits your site and makes repeat purchase and becomes “return customer”



© 2020 Antsomi. All Rights Reserved.

Stage 3: Loyalty Stage

- The customer joins your membership programme
- The customer engages with your customer service
- You continually engage with the customer via omnichannel campaign and marketing automation tool
- You can segment the customer into various segments with different lifetime values
- You gives the customer the right promotion and coupon at the right time



© 2020 Antsomi. All Rights Reserved.

Case Study

Bibo Mart : Omnichannel Marketing & Seamless Customer Experience

ANTSOMI

© 2020 Antsomi. All Rights Reserved.

Customer Journey: An Example

Ms. Le
A soon-to-be mom

Le walks into the store

The friendly staff serves her well and sells her a product

The staff collects her email for future promotion or event

Le leaves the store and being a happy customer, she posts a photo of the product and mentions the store on social

A few weeks later, the brand emails her a promotion coupon for online sales

She visits the website and browse the products for sales

She finds something she likes and wants to make a purchase

She registers herself on the website

She adds the product into shopping cart and proceed to checkout

She fills in the payment and delivery details and completes the online purchase

© 2020 Antsomi. All Rights Reserved.

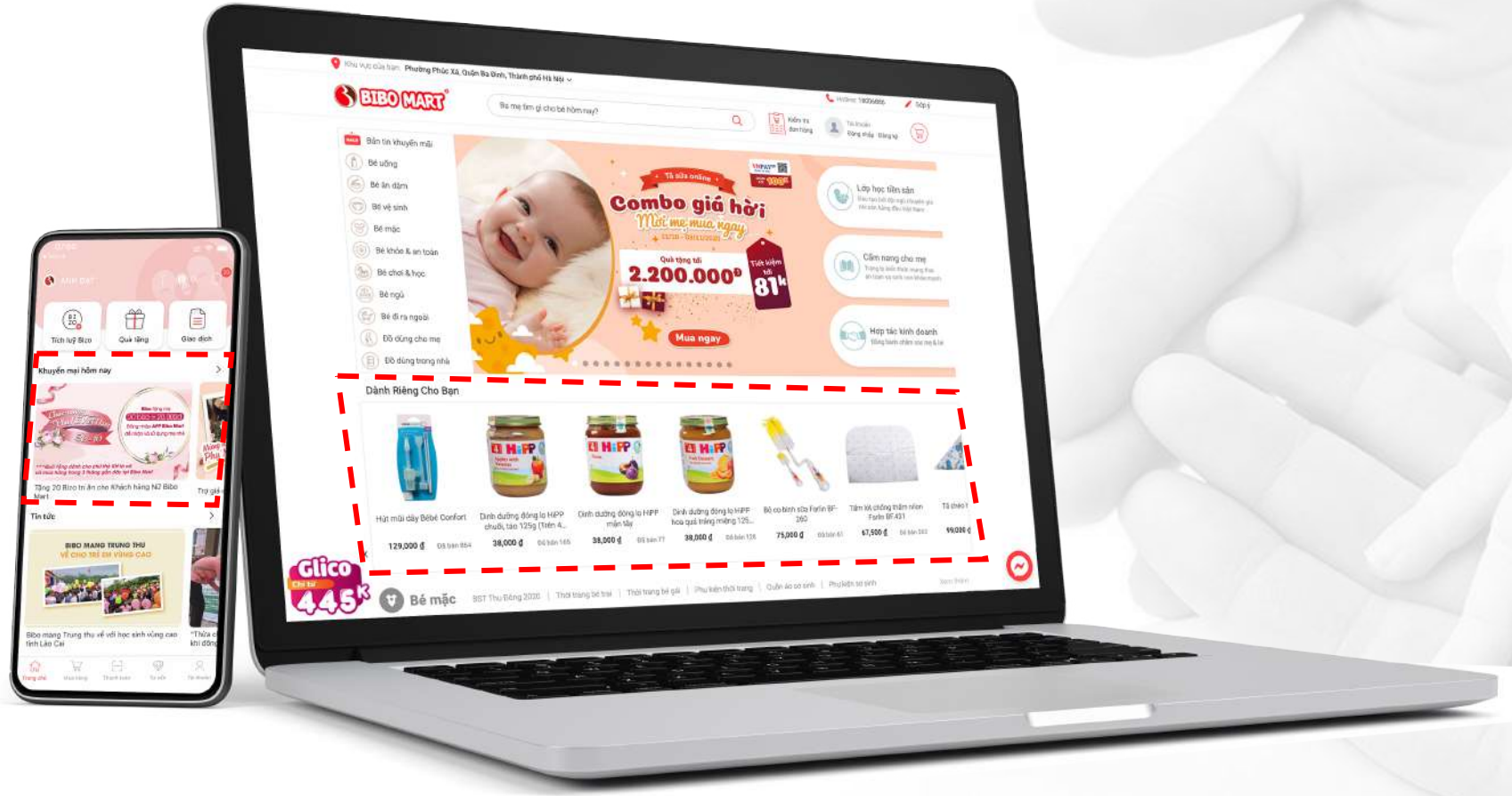
1. Visitor Stage

Website, Mobile App,
In-Store & Offline Event

ANTSOMI

© 2020 Antsomi. All Rights Reserved.

Website & Mobile App



Personalized ad messages are pushed across digital channels.

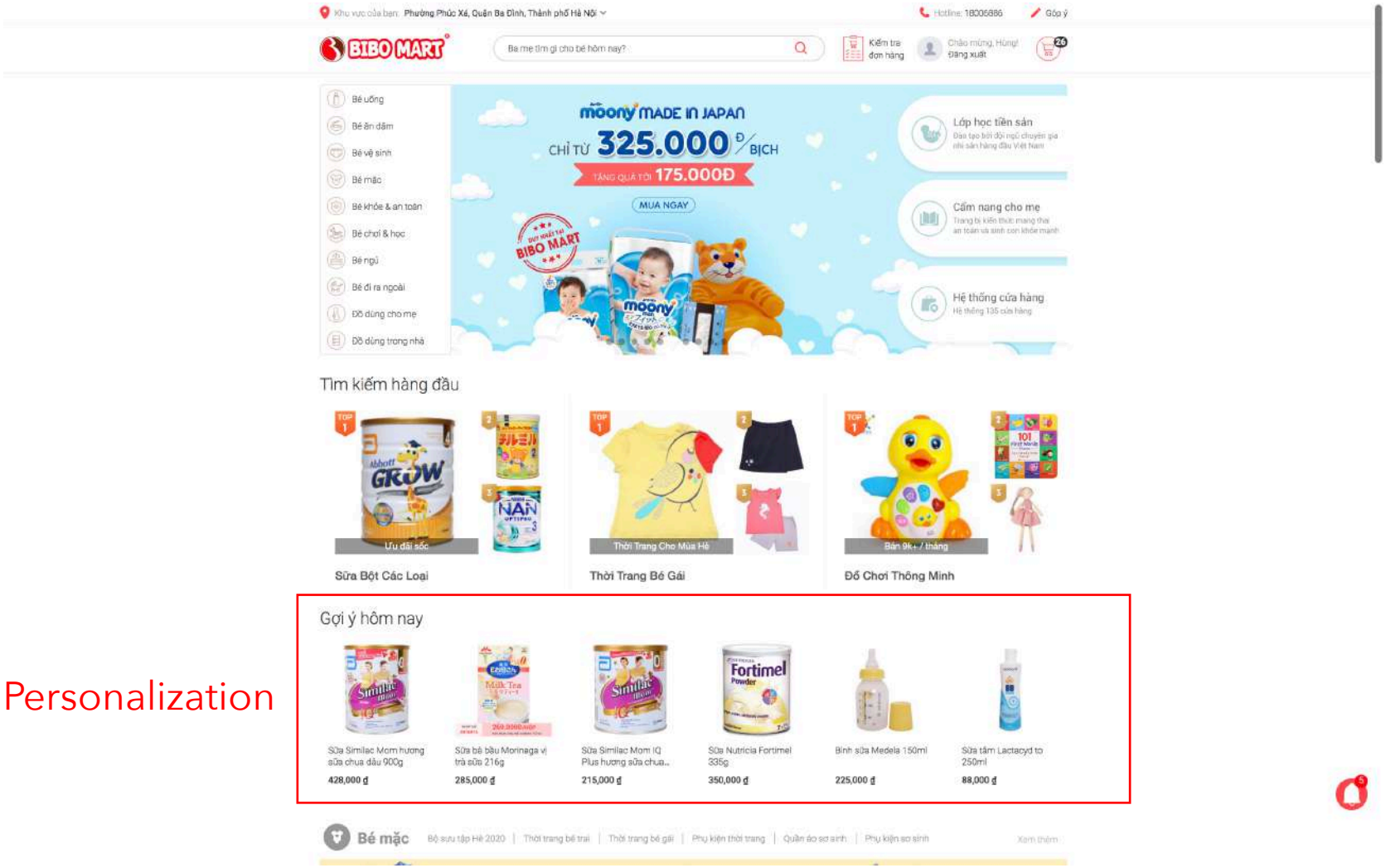
The messages automatically load and apply offers based on visitors' shopping preferences.

Real-time triggers are based on activities such as app launch, keyword search, add to wish list, add to compare, add to cart, app uninstall etc.

© 2020 Antsomi. All Rights Reserved.

Homepage Personalization

Personalization



© 2020 Antsomi. All Rights Reserved.

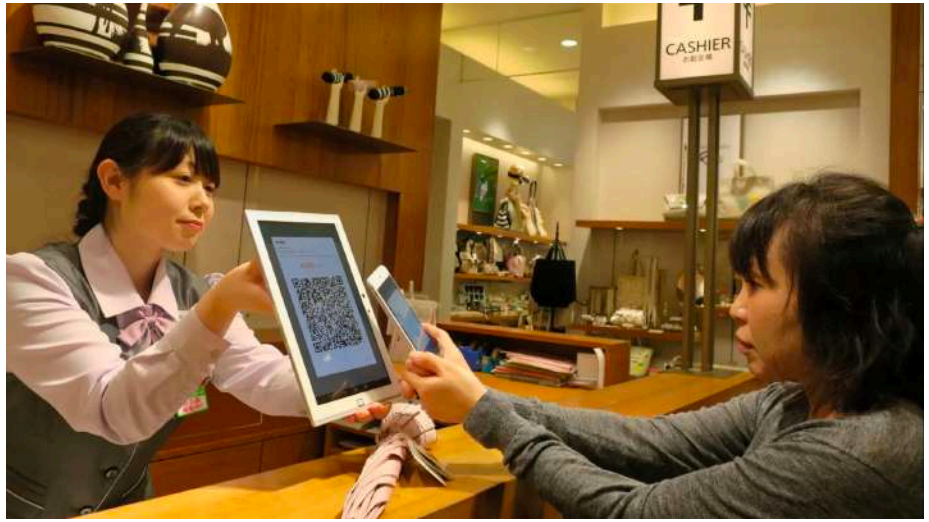
Offline Events & In-store Subscription

11
Years of workshop

5000++
Workshops

5,000,000++
Submitted Forms

100%
Moms gave birth successfully



Khi đăng ký lớp Hội Thảo tiền sản, đồng thời ba mẹ cũng đăng ký khách hàng thân thi
Club và nhãn hàng huggies.

Họ và tên *
Câu trả lời của bạn

Số điện thoại *
Câu trả lời của bạn

Email *
Câu trả lời của bạn

Địa chỉ *
Câu trả lời của bạn

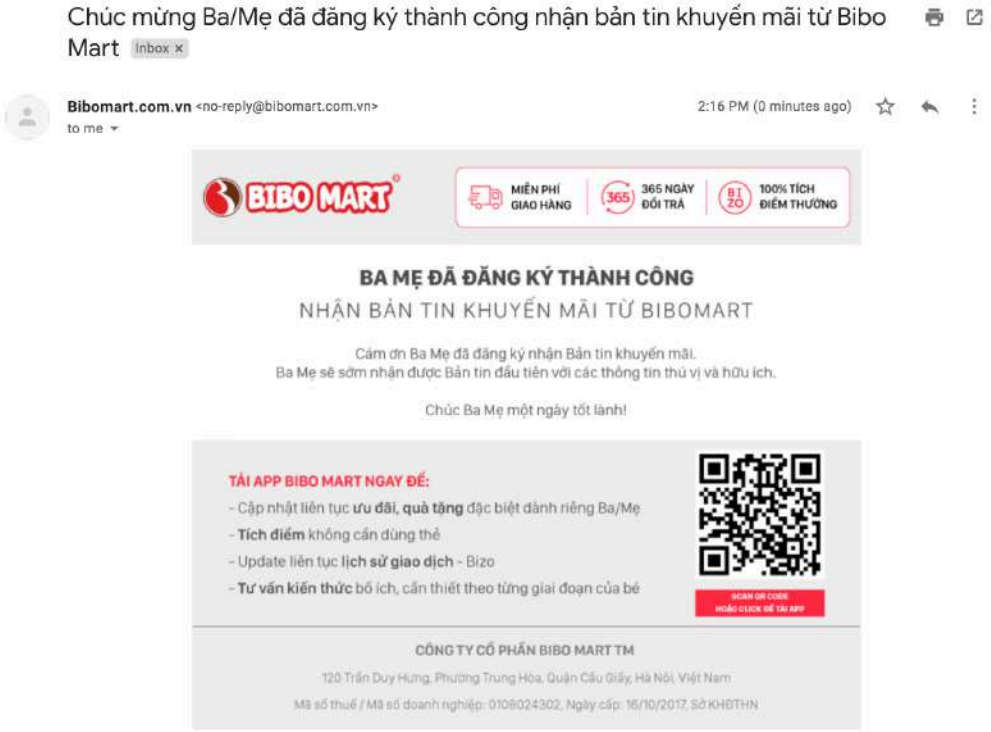
Ngày sinh của mẹ *
mm/dd/yyyy

Ngày dự sinh *
mm/dd/yyyy

Câu hỏi chuyên gia *
Câu trả lời của bạn

© 2020 Antsomi. All Rights Reserved.

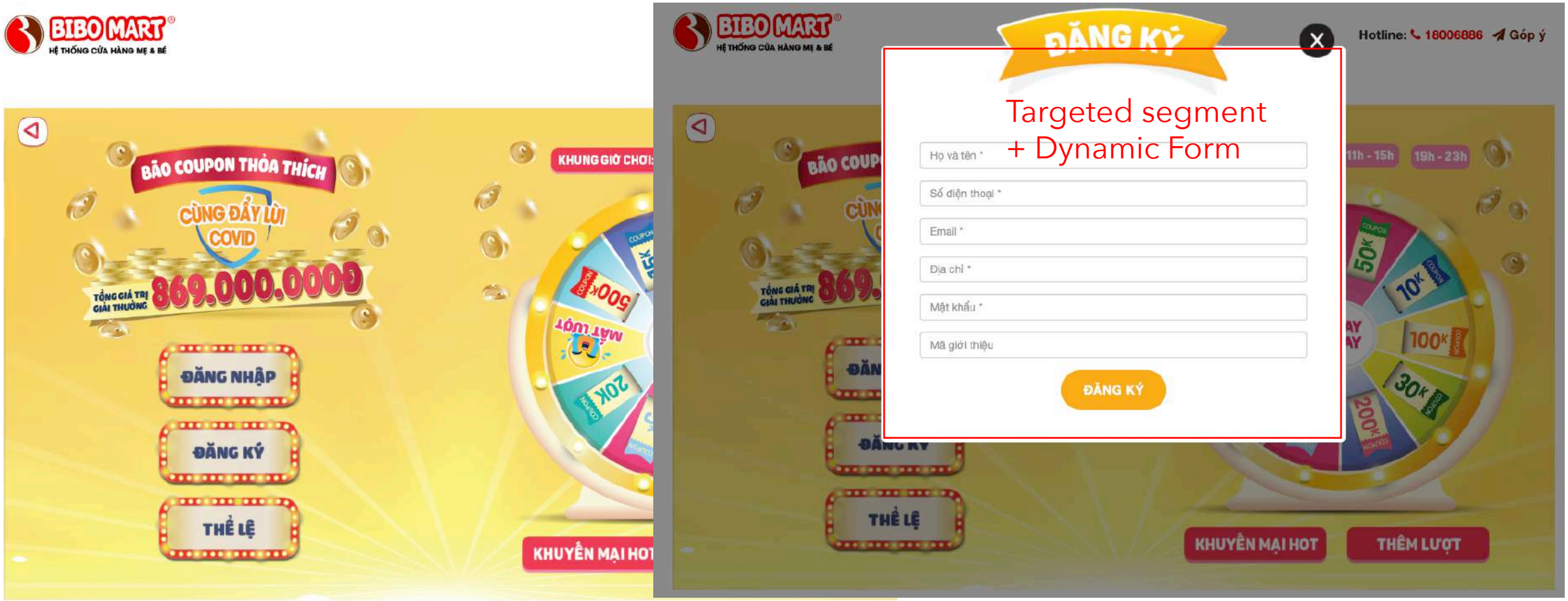
Email Subscription



Targeted Segment + Dynamic Forms

© 2020 Antsomi. All Rights Reserved.

Gamification & Promo



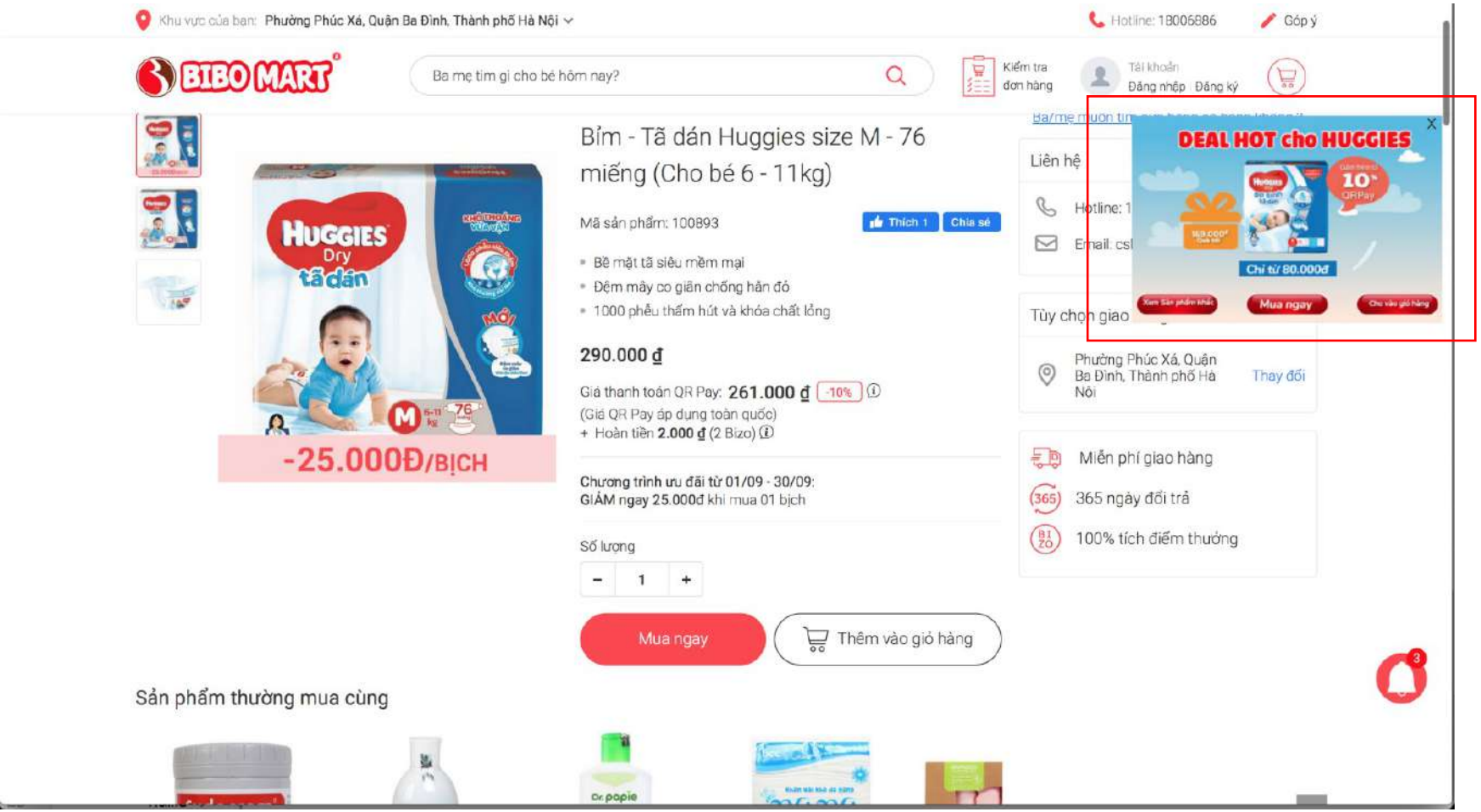
© 2020 Antsomi. All Rights Reserved.

2. Customer Stage

1st time Purchase Customers

© 2020 Antsomi. All Rights Reserved.

Pop-up Banner

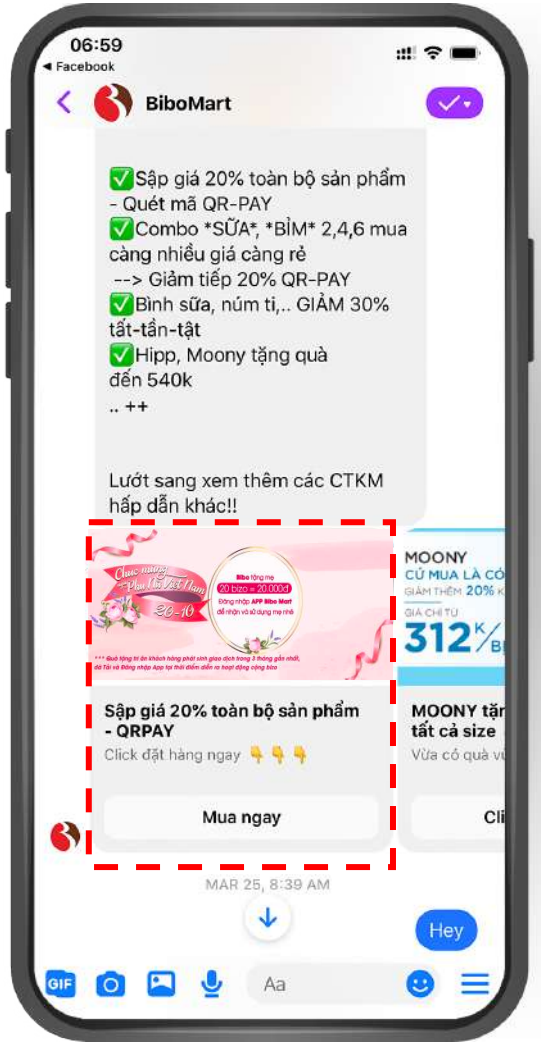


Personalization

1. **Brand Promotion** = Huggies
2. **Targeted Segment**

© 2020 Antsomi. All Rights Reserved.

Improving the Social Commerce



1. Consumer orders the product

- Add items to cart
- Check cart
- Make payment

2. Driving **seamless experiences, recommendation & marketing automation**

© 2020 Antsomi. All Rights Reserved.

3. Loyalty Stage

Repeat Purchase Customers

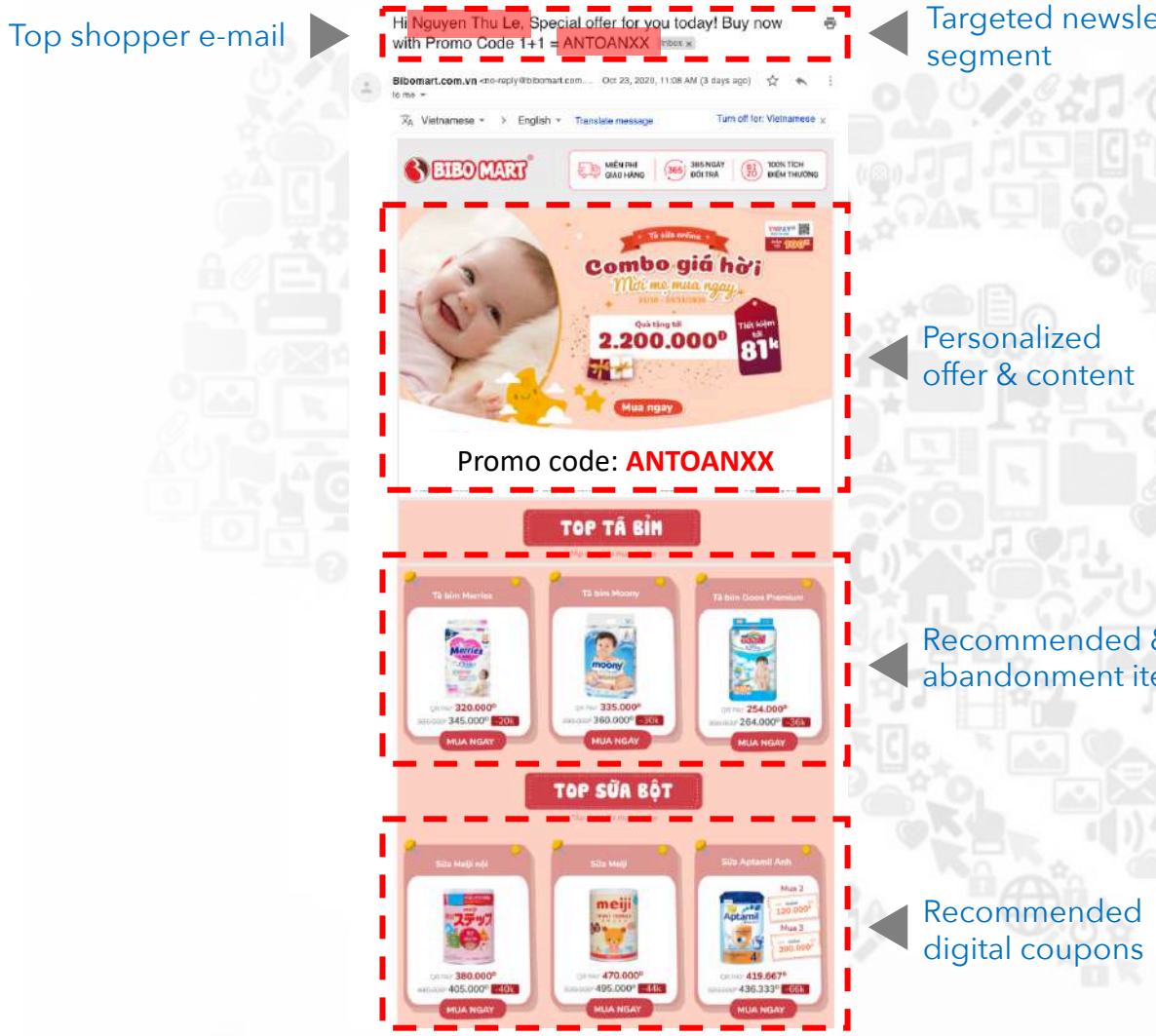
ANTSOMI

© 2020 Antsomi. All Rights Reserved.

Sending Personalized Email to Customers

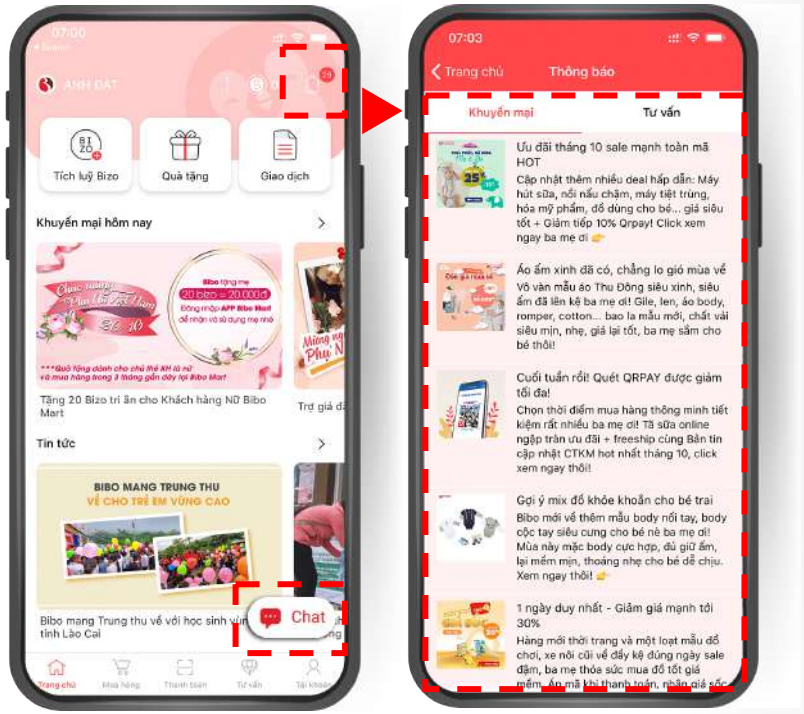
Dynamically Personalized Email personalized email look and feel, images, products, abandonment & wish list items and best-fit offers, limited promotion

Automatically **filtering of relevant offers** displayed via widgets

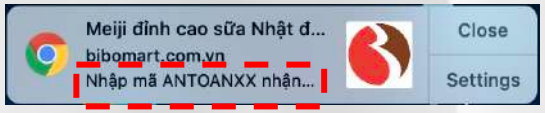


© 2020 Antsomi. All Rights Reserved.

Personalizing Message Across Channels

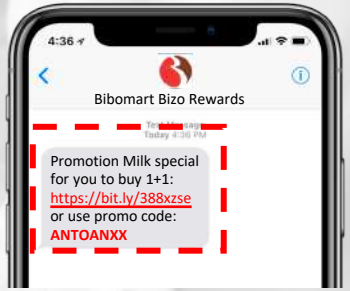


In-app Notification (Promo, Consultancy) & Chat support driven by 360° customer preferences



Web Push Notification driven by personalized messages & coupon

App Push Notification driven by personalized messages & coupon



SMS Message driven by personalized link & coupon

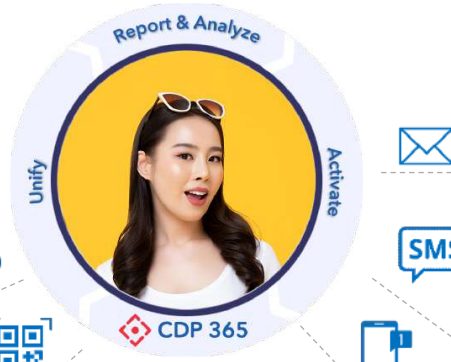
© 2020 Antsomi. All Rights Reserved.

Providing Omnichannel CX in Real-time

BIBO MART
NO.1 MOM & BABY STORE CHAIN IN VIETNAM

ANTSOMI

Web & Mobile App engagement



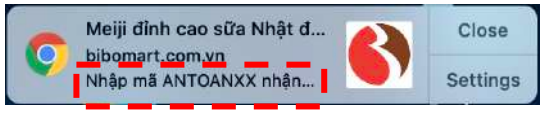
Personalized **E-mail content & product & promo**

SMS

Chatbot engagement

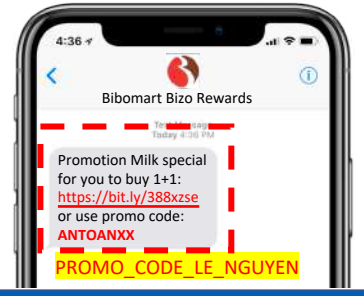
Banner & Pop-up engagement

Web push personalization



App push personalization

SMS personalization



© 2020 Antsomi. All Rights Reserved.

BIBO MART
NO.1 MOM & BABY STORE CHAIN IN VIETNAM

Transforming Customer Experience

ANTSOMI

1st Party Data (Customer Data)

Single Customer View

Report & Analyze

Unify

Activate

CDP 365

Segmentation & Predictive Scoring

Seamless Omnichannel Experience

Omnichannel Engagement

- Mobile App Engagement
- Website Engagement
- Email
- FB Messenger, Chatbot
- Mobile App Push
- Web Push
- Wifi-marketing, QR-code LBS-marketing
- SMS
- Support Ticket, Web support
- Business Operations & In-store CX

Uplifting US $100K+ revenue/month
driven by real-time omnichannel customer experience with individual level at scale

© 2020 Antsomi. All Rights Reserved.

Next Steps

1. To develop a proper data strategy for your business

2. To implement customer data platform (CDP) technology in your business

3. To build a data-driven customer journey offering seamless omnichannel experience for your customers:
   - Visitor
   - Customer
   - Loyalty

© 2020 Antsomi. All Rights Reserved.

Remember this...

Providing a data-driven customer experience will distinguish your company from your competitors.

© 2020 Antsomi. All Rights Reserved.

Transforming Businesses into Data-driven Companies

THANK YOU

Please contact:

Serm Teck Choon
Co-founder & CEO
serm@antsomi.com
+6012-315 6784

SINGAPORE HQ
331 North Bridge Road
#22-01/06 Odeon Towers
Singapore 188720
+65 8257 4084

INDONESIA
One Pacific Place, 15th Fl.
Sudirman Central Business Distr.
Jl. Jend. Sudirman Kav. 52-53
Jakarta 12190, Indonesia
+62 811 8803388

MALAYSIA
Lot 4-401 & 4-402,
Level 4, The Starling Mall,
No. 6, Jalan SS21/37,
Damansara Uptown,
47400 Petaling Jaya,
Selangor, Malaysia
+60 12315 6784

VIETNAM
Sai Gon Pearl
92 Nguyen Huu Canh Str.
Ward 22, Binh Thanh Dist
Hochiminh City, Vietnam
+84 91 2323 911